



BT Smart Marketing – Genius Pro™ provided by BT

Email marketing and sales results

When it comes to the effectiveness of your company's email campaigns – and improving sales lead management – the ability to identify and connect with your best prospects quickly is essential.

With BT Smart Marketing you can do this and much more. Brought to you in association with Genius.com,® Smart Marketing is a completely web-based email marketing solution that tracks and records the results of your email campaigns instantly. You can create a customised email template and send personalised messages, then track and respond to leads in real time.

Find out if Smart Marketing is right for your business by taking advantage of our 15 day free, no obligation trial.

Reasons to have Smart Marketing:

- Track and qualify leads instantly
- Improve email campaign success
- Real time alerts to sales teams

Benefits of Smart Marketing:

- **Measure your campaign success in detail** – Take evaluation beyond opens and clicks by seeing what pages your prospective customers are viewing and for how long, to get a greater understanding of what interests them
- **Prioritise leads** – Make sure your marketing and sales teams know which customers to focus on, thanks to instant email tracking including opens, click through and website visits
- **Improve customer relationships** – Have more informed, efficient conversations including the ability to chat live via the website
- **Be better-informed for better decisions** – Give your lead qualification a boost. Know just what your customers have looked at on your website, and for how long, before you speak to them
- **Expand activities according to your company's needs** – A completely scalable solution which you can expand to cover thousands of users
- **Personalise emails** – Grab the recipient's attention and achieve higher opening rates by using Smart Marketing's 'mail merge' and 'send on behalf' features
- **Easy customisation, instant reports** – Creating the perfect email or newsletter is easy, just use the pre-built templates or compose your own html emails from scratch

Price:

BT Smart Marketing packages starts at £437.50 (excl. VAT) per month, which includes five initial users at £87.50 (excl. VAT) per user, per month. You can add further users at £25 (excl. VAT) per user, per month.¹

Further information and to sign up for a free trial:

Please visit: www.bt.com/smartmarketing or call 0800 731 0144.

Terms and Conditions

1. One year minimum term, minimum of five users. Fair Use Policy and conditions apply.

Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2009. Registered office: 81 Newgate Street, London EC1A 7AJ. Registered in England No. 1800000.

Designed by Tag.

PHME 58146/06/09